

Message Text

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PAGE 01 WARSAW 06174 311253Z
ACTION EUR-12

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P R 310718Z AUG 77
FM AMEMBASSY WARSAW
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 0095
AMCONSUL POZNAN POUCH

UNCLAS WARSAW 6174

COMMERCE PASS BEWT/OEWCA/LOTARSKI

E.O. 11652: N/A
TAGS: BEXP PL
SUBJ: DENTSPLY EXHIBIT PROPOSAL

REF: USDOC 15881

1. TDC WARSAW IS ALWAYS WILLING TO OFFER ITS FACILITIES AND STAFF SUPPORT TO AMERICAN BUSINESS REPRESENTATIVES WHO WISH TO EXHIBIT THEIR PRODUCTS ON ITS PREMISES. ONLY PROBLEMS OF SCHEDULING AND/OR RESOURCE ALLOCATION WOULD CAUSE THE TDC TO POSTPONE OR BE UNABLE TO OFFER THIS ASSISTANCE.

2. IF MR. MATTSO WISHES TO BRING THE EXHIBIT HERE IN EARLY DECEMBER, HE IS MOST WELCOME. OUR LOCAL EMPLOYEE RESOURCES WILL BE STRAINED, HOWEVER, AND MR. MATTSO MAY FIND IT NECESSARY TO CONTRACT FOR OUTSIDE HELP IF A RECEPTIONIST, SECRETARY, OR INTERPRETER WILL BE NEEDED TO ANY EXTENSIVE DEGREE. THIS HELP CAN BE FOUND FOR HIM IF HE WISHES. AMERICAN OFFICER SUPPORT FROM THE REST OF THE E/C SECTION WILL BE AVAILABLE IF REQUIRED.

3. OUR KNOWLEDGE OF THE CURRENT POLISH MARKET FOR DENTAL SUPPLIES, AND A REVIEW OF THE CORRESPONDENCE OVER THE PAST 10 MONTHS ON THIS PROPOSED EXHIBIT, SUGGESTS THAT THE SHORT-TO-MEDIUM-TERM
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PROSPECTS FOR SALES ARE NOT GOOD. DESPITE INDICATIONS EARLIER THIS YEAR THAT THE POLISH GOVERNMENT WOULD HAVE SOME FUNDS AVAILABLE FOR SUCH PROCUREMENT NEAR THE END OF 1977, OUR LATEST INFORMATION, WHICH WE HAVE UPDATED AGAIN THIS PAST WEEK, IS THAT NO MONEY WILL BE AVAILABLE TO IMPORT DENTAL SUPPLIES ANY TIME SOON. IMPORTS OF THESE SUPPLIES, AS WITH OTHER ITEMS, HAVE BEEN A CASUALTY OF POLAND'S VERY TIGHT FOREIGN EXCHANGE SITUATION AND

DO NOT OCCUPY ANY POSITION OF PRIORITY FOR NOW.

4. OUR CONTACTS IN THE MEDICAL SUPPLIES FIELD HAVE SUGGESTED THE WISEST APPROACH WOULD BE FOR DENTSPLY TO EXHIBIT AT NEXT YEAR'S SALMED MINI-FAIR IN POZNAN (APRIL 16-17), WHERE A COMPLETE RANGE OF MEDICAL SUPPLIES FROM INTERNATIONAL MANUFACTURERS AND DISTRIBUTORS WILL BE DISPLAYED. SINCE VARIMEX, THE SOLE FTO IMPORTER OF MEDICAL SUPPLIES, AND OTHER KEY AREAS OF THE MINISTRY OF HEALTH AND SOCIAL WELFARE WILL BE AIMING THEIR MOST SERIOUS SHOPPING AT THIS EXHIBITION, DENTSPLY MAY FIND GREATER ATTENDANCE AND EVENTUAL SALES SUCCESS BY WAITING ANOTHER FOUR MONTHS.

5. WE DO NOT WISH TO DISCOURAGE MR. MATTSON FROM COMING TO POLAND. IF HE STILL WANTS TO COME IN DECEMBER, WE WILL BE IN THE BEST POSITION TO PROVIDE SUPPORT IF HE CAN EXHIBIT FROM DECEMBER 1-3.

6. REQUEST THAT USDOC OR MR. MATTSON INFORM US OF HIS FINAL DECISION AS SOON AS POSSIBLE.

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